

CTFNews

Children's Trust Fund Michigan Chapter of Prevent Child Abuse America

A Kid Helping Kids

How do you raise \$85,000 to prevent child abuse? With a four-year-old grocer and a man who sleeps on a roof, of course.

Every year the St. Clair County Child Abuse/Neglect Council holds its annual Roofsit. Port Huron radio personality and program director Chuck Santoni spends a week on the roof of Birchwood Mall in Fort Gratiot to raise money and awareness for the council, which is working to open a child advocacy center to help abused children.

During the 2005 Roofsit, Santoni was given a jar stuffed with \$180 by four-year-old Jacob Ciccarello — proceeds from his very own produce store.

With the help of his parents and little sister, Jacob sells vegetables from a small stand called the Little Hands, Helping Hands Garden in front of his Port Huron home.

"It's for Mr. Chuck because of the Roofsit and to help kids with abuse and neglect," Jacob said as he displayed his merchandise, which comes from a five-acre plot donated by his grandparents.

According to Jacob, sales of peppers, squash and beans have been good this year — good enough to fill four jars with \$800.

"I thought I'd only have one jar," says Jacob. "Maybe next year we'll have five jars."

Jacob has also raised awareness for child abuse prevention by twice being featured in the Port Huron *Times-Herald*.

"It's kind of gone to his head a little bit," says Jacob's mother Katrina. "We tease him that we're going to have to get him an agent."

Sally Straffon, executive director of the St. Clair County Child Abuse/Neglect Council, appreciates Jacob's hard work.

"One of the most heartwarming parts has been the commitment by children and their families to make the world a better place for kids," says Straffon. "Jacob is the most darling example of this. His efforts and sincerity and his perseverance are so heartwarming."

Previous Roofsits have raised more than \$100,000.

"This is our twelfth year, and it's almost getting to be a household word," says Straffon. "There's a tremendous amount of interest in this event." ■



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Put Your Money Where Your Heart Is: Check To Protect Kids



Richard Bearup, Deborah Strong, Senator Beverly Hammerstrom, Stacey Murray, Board Chair Nancy Moody, Governor Jennifer Granholm, DHS Director Marianne Udow, Senator Mark Schauer.

Taxpayers have a new way to help fight child abuse—the Children's Trust Fund Michigan income tax check-off.

Legislation introduced by Sen. Beverly Hammerstrom (R-Temperance) and Sen. Mark Schauer (D-Battle Creek) amended the Income Tax Act to reinstate the income tax check-off that allows taxpayers to contribute money from their tax refund to CTF. It became law in time for the 2006 Michigan tax forms.

"No child should live in fear of abuse and preventing abuse is what the CTF tax check-off is all about," said Gov. Jennifer Granholm when signing the legislation.

The reinstatement of the income tax check-off was crucial in order for local councils to have the financial support they need for important child abuse and neglect prevention programs in Michigan.

From 1983 to 2000, a check-off on Michigan tax forms allowed taxpayers to donate \$2 or more of their refund to CTF. During that time, more than 2.2 million tax returns generated \$14.8 million for CTF.

In 2000, however, the check-off was removed from tax returns.

Since then, private donations and the interest and earnings of CTF were the only funds available for disbursement. At the same time, fluctuations in the stock market slowed growth of CTF's assets, raising concern that CTF might not earn enough to cover future obligations.

Since its return, the tax check-off has generated \$357,082 as of November 2006.

The CTF check-off is located on line 30 of the Michigan tax form. Taxpayers are encouraged to fill in the amount they wish to donate. The minimum contribution is \$5. Gifts are tax-deductible in the following tax year.

Spread the word! All taxpayers are urged to consider donating a portion of their Michigan tax refund to the Children's Trust Fund. Let your tax preparer know you want to do your part to support children and their families. CTF relies on your help because it receives no funding from the State of Michigan. Every dollar donated makes a difference in the life of a Michigan child.

With everyone's help, just think what could be done to prevent child abuse. ■

Executive Director's News

Rich Bearup, CTF Executive Director



We hope you find this first edition of CTF News to be informative, helpful and evidence of CTF's commitment to communicating and listening to local and state child abuse prevention leaders.

I was honored to be appointed executive director by the CTF Board in January 2006.

Briefly, my background includes serving for four years as Michigan's first Children's Ombudsman, six years as executive vice president of Lutheran Child & Family Service of Michigan, and several years as chief of staff for members of the Michigan Senate from both parties.

The CTF is concluding its 24th year as Michigan's only statewide, private, non-profit agency working to prevent child abuse and neglect. During this time, the CTF has raised more than \$60 million in charitable funds for local prevention projects.

During 2006 a number of key developments and changes have occurred at the Children's Trust Fund of Michigan:

- Efforts are underway to bring the last county in the state without a local prevention council into the fold with the 72 other Child Abuse and Neglect (CAN) councils.
- The CTF Board of Directors designated nearly \$100,000 in new funding for local CAN councils (2006-2007) and nearly \$80,000 in additional funding for competitive grant applications.

- The restoration of the CTF income tax check-off, enacted into law in late 2005, has yielded more than \$350,000 in new voluntarily contributed funds from nearly 10,000 state income tax filers.
- The CTF license plate ("Just Love 'Em") has again brought in nearly \$200,000 in earmarked donations to our organization.
- Our Fourth Annual "Cherish the Children" Auction, held in May of this year, brought in record-breaking proceeds of \$379,000 in one night.
- Most importantly, however, is the fact that our 72 local CAN councils, 36 direct service grant recipients, and 37 zero-to-three secondary prevention programs have done an outstanding job in their local communities and regions to raise the bar of effective child abuse prevention. Thank you!

Please call or write me if you have any questions, concerns or suggestions about how CTF can better serve you, your organizations, and especially the children and families we are mutually committed to protect. I can be reached at 1-800-CHILDREN or bearupr2@michigan.gov.

2007 Calendar

April
Child Abuse Prevention Month

29 National Blue Sunday

May
1 Fifth Annual Cherish the Children Fantasy Auction
Breslin Center, East Lansing

June
National Family Month

September
Childhood Cancer Month

October
SIDS (Sudden Infant Death Syndrome)
Awareness Month
Children's Health Month

2 National Child Health Day

9-11 2007 CTF Annual Conference
Grand Hotel, Mackinac Island

November
Prematurity Awareness Month

21 Prematurity Awareness Day



Nancy Moody: never too busy for children

Nancy Moody was appointed by Governor Jennifer Granholm as CTF Board of Directors Chair in April 2004. Despite her busy and demanding position as state government affairs director for DTE Energy, Nancy continually finds time for CTF and child abuse prevention.

How did you get to be the CTF Board Chair?

Governor Granholm is a great believer in people and she believed in my ability to chair the CTF board. When the position opened, her office approached me regarding the governor's desire for a strong local leader to guide the organization. While I did not have a background in children's services, I did possess some organizational expertise gained from managing the DTE Energy State Government Affairs office, chairing the Michigan Manufacturers Association government affairs committee, serving as the long-time chair of

Michigan Habitat for Humanity's annual fundraising efforts, directing my daughter's gymnastics booster club, and leading countless school committees. I think the governor believed that my organizational expertise, coupled with a solid background in volunteer fundraising, and supported by the wonderful resources of DTE Energy, would enable me to perform the duties of the job.

What are you most proud of having helped accomplish as Board Chair?

A return of the income tax check-off for CTF! Working together with Governor Granholm's team and a handful of enthusiastic legislators, CTF and the board were able to successfully advocate for adoption of legislation that reinstated the Children's Trust Fund income tax check-off, which had been eliminated in 2000. In its 17-year operation, the check-off generated nearly \$15 million for CTF, or nearly a million dollars per year. The end of this stable source of revenue placed the operational ability of CTF in jeopardy. Now, with the check-off reinstated, we believe the CTF can continue to build its endowment and earn enough interest to meet its current and future obligations to the programs it supports to prevent child abuse and neglect.

In addition to the check-off, I am very proud of the work the board has accomplished to reorganize the CTF staff and to create a stronger working relationship with local councils and direct service grant recipients. We wanted to make sure that regardless of who served on the CTF board in the future, processes would be in place to allow for seamless transitions of staff and board members, and for continued progress in CTF's mission to help prevent child abuse and neglect. While new challenges will never cease to present themselves, we think that an organization is now securely in place to meet those challenges head on.

Have there been any disappointments?

Yes, I'm disappointed and saddened every time I hear about a child being abused in Michigan. We all are. We know that at least 85 percent of child abuse and neglect can be prevented with the kinds of coordinated family support services that receive funding through CTF.

Every tax check-off, every CTF license plate, and every hour that child advocates volunteer across Michigan not only helps protect kids, it helps stop the cycle of abuse. Today's victims are too often tomorrow's abusers. We just need to keep communicating that to the public, to government leaders, to everyone.

continued on page 5

Interview, continued

What have you enjoyed the most about being involved with CTF?

Being a mom and wife with two happy, healthy adult children, I know I've been blessed. Working with and for CTF affords me a rewarding opportunity to give back to society by helping organizations that offer at-

risk kids a better chance at the childhoods they deserve. In addition, I've met so many wonderful people from around the state who are doing great things for young people. It's been an honor to play a small role to assist local child advocates who stabilize and strengthen families in need.

Last, I'd just like to mention the Cherish the Children auction, our annual fundraiser in Lansing

that raised over \$300,000 in 2006. A previous CTF board established the auction in 2002, and our incredible CTF staff just keeps raising the bar by breaking its fundraising record every year. As we gear up for the 2007 auction, I'd like to encourage everyone to participate in this glorious event. It's fun, it feels good, and it helps raise much needed funds to support child abuse and neglect programs! ■

CTF Will Miss Dr. Noor



Dr. Ismail Noor, CTF's Information System Administrator, has taken an early retirement from the State of Michigan and accepted a position with the Dearborn school district.

Since 1994, Ismail's duties have included administering the e-Grams system and the Program Information System (PIMS), coordinating the RFP process, and monitoring a number of CTF funded direct services programs.

Dr. Noor holds a master's degree in Curriculum and Instruction and a doctorate in Sociology from Michigan State University. He lives in Dearborn with his wife Hana and daughters Besan, Nada and Saja.

A License To Care: CTF "Just Love 'Em" License Plates

The Children's Trust Fund specialty license plate is a great way to help prevent child abuse.

These miniature, moving billboards are an excellent "vehicle" for reminding everyone about the importance of preventing child abuse and neglect. As of December 2006, there are more than 16,000 active plates on cars throughout Michigan. The license plates raised nearly \$200,000 in 2005 and again this year.



For just \$35, anyone can purchase the "Just Love 'Em" plate at any Michigan Secretary of State's office or use the order form available at www.michigan.gov/ctf. The Secretary of State's office will mail the plate to your home within 14 business days. If you are purchasing a new car, your dealer can handle the transaction for you.

Buy a "Just Love 'Em" children's license plate for your car (or pickup truck, van or RV). Talk about CTF and the "Just Love 'Em" children's license plate with family, friends and co-workers. Let them know that the money raised comes back to protect children in your community. Or consider purchasing a plate as a birthday gift for yourself or others. You can order a plate at any time (no need to wait for a birthday).

CTF uses the proceeds to fund local councils and help prevent child abuse and neglect. They also fund direct service programs and outreach through programs like "Never Shake A Baby" and "In Michigan We Love Our Kids."

Together we can help prevent child abuse — one plate at a time. ■

2006 Annual Conference

The Children's Trust Fund 2006 Annual Conference was held October 8-10 at the Radisson Plaza Hotel in Kalamazoo.

CTF had its largest attendance ever with approximately 230 registrants. The conference included more than 20 different workshops and two keynote speakers.

Fourteen CTF Annual Awards were also presented during the conference at a special luncheon. The 2006 awardees were:

Deborah Strong Champion for Children Award

Jan Middlemas, Director
Kalamazoo Child Abuse and Neglect Council

Collaboration Support Award

Sanilac County Kids' Connection

Newaygo County Council for
Prevention of Child Abuse
& Neglect

Community Support Award

WMIC/WTGV radio station
(Sanilac County)

Sanilac County DHS Employees

Lisa Lee and Chris Stovack
WUPS radio station
(Isabella County)



Sanilac County Healthy Families staff members Shelly Krueger, Sharon Cash, Kris Kreger and Gail Innis accept the Model Program Award. They are flanked by (at left) Richard Bearup and Congressman Fred Upton and (at right) Nancy Moody and Marianne Udow.

Local Council Excellence Award

Child Abuse Prevention Council
of Eaton County

Berrien County Council
for Children

Ogemaw County Child
Protection Council

Model Program Award

Sanilac 0-3 Healthy Families
(Sanilac County Child Abuse
Prevention Council)

Parenting Communities
(Leelanau County Family
Coordinating Council)

Public Awareness Campaign Award

Child Abuse & Neglect Council of
Oakland County (Penny Power)

Tri-County Coalition for the
Prevention of Child Abuse &
Neglect (Shaken Baby
Syndrome)

Volunteer of the Year Award

Carol Schmidt, Iosco County
Child Protection Council

*Congratulations again
to all awardees!*

CTF gratefully acknowledges the Kalamazoo County CAN Council and the many local contributors to this year's conference. The 2007 Annual Conference will be held October 9-11 at the Grand Hotel on Mackinac Island.

Children's Trust Fund to hold **Annual Auction**

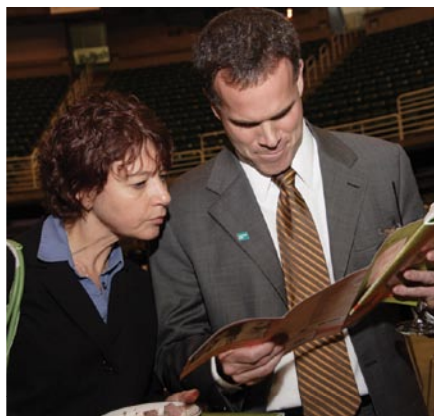
The Children's Trust Fund is set to hold its 5th annual "Cherish the Children: Ultimate Fantasy Auction" on Tuesday, May 1, 2007, at the Breslin Center in East Lansing.

These events have been a huge success by raising funds that CTF and local councils depend on to help prevent the child abuse that affects hundreds of Michigan homes each day.

The Ultimate Fantasy Auction is a positive and fun way for Michigan residents to raise money and help stop the abuse and neglect of Michigan's children. The 2006 auction raised \$379,400 and drew hundreds of local and state business leaders, officials and residents.

The event includes silent and live auctions, and features a variety of prized bid items. Past years' items have included a trip to Hawaii to the set of the hit TV program "LOST," a California vineyard tour and stay at the Sonoma Inn & Spa, a chance to be a fighter pilot for a day, as well as tickets to a variety of major sporting events.

Join in on the fun and bid on fabulous prizes. For ticket information or to donate an item for the Ultimate Fantasy Auction, please call Patricia Headley at 1-800-CHILDREN or email headleyp@michigan.gov. ■



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